

### *Time, Life Magazines Test Lower Newsstand Prices*

*By a WALL STREET JOURNAL Staff Reporter*

NEW YORK—Bucking the general inflation, Time and Life magazines are testing lower newsstand prices.

Both Time Inc. weeklies sell regularly for 50 cents. But in Washington, D.C., Baltimore, Philadelphia and many other cities in the Northeast where Time had been tested at 60 cents, the tab has been slashed to 40 cents.

Life's previously reported test of a 35-cent cover price affects all but four Western states. The magazine said earlier this month that the test would affect only several cities.

Magazines commonly test higher cover prices, but testing lower ones is unusual. The Time and Life tests will run through the end of the year.

In the first half, Life sold an average of 220,000 copies per issue on the newsstand, and Time, 230,000.